

## CLAIMS

WE CLAIM:

1. A method of providing web-based marketing, comprising:

providing an online publisher server computer including at least a content-based website  
5 stored in memory, the content-based website including one or more web pages that are formatted  
to be displayed from the online publisher server computer in a first display region of a client  
computer browser display screen;

providing an online advertiser server computer including a marketing-based website  
stored in memory, the marketing-based website including one or more web pages that are  
10 formatted to be displayed from the online advertiser server computer in a second display region  
of the client computer browser display screen;

transmitting a homepage of the content-based website from the online publisher server  
computer for display in the client computer browser display screen; and

transmitting one of the formatted web pages of the content-based website from the online  
15 publisher server computer for display in the first display region of the client computer browser  
display screen and simultaneously and independently transmitting one of the formatted web  
pages of the marketing-based website from the online advertiser server computer for  
simultaneous and independent display in the second display region of the client computer  
browser display screen, in response to a client computer user selecting a hyperlink displayed on  
20 the homepage.

2. The method of Claim 1, wherein the formatted content-based web page from the  
online publisher server computer is associated with the selected hyperlink, and the formatted  
marketing-based web page from the online advertiser server computer is not associated with the  
25 selected hyperlink.

3. The method of Claim 1, wherein the simultaneously and independently  
transmitted and displayed web pages of the content-based and marketing-based websites are each  
navigable independent of the other.

4. The method of Claim 1, further comprising:

separating the simultaneously and independently transmitted and displayed web pages of the content-based and marketing-base websites in the client computer browser display screen by a separator.

5. The method of Claim 4, wherein the separator comprises a scroll bar.

6. The method of Claim 4, wherein the separator comprises a divider bar.

7. The method of Claim 1, further comprising:

including personalized information in the formatted marketing-based web pages, the personalized information being based on stored data that is representative of a personal profile of the client computer user.

8. The method of Claim 1, wherein the first display region includes approximately 60% of the client computer browser display screen, and the second display region includes approximately 40% of the client computer browser display screen.

9. The method of Claim 1, further comprising:

communicating with the client computer;

determining whether the client computer includes data representative of a personal profile of the client computer user;

retrieving the data representative of the personal profile from the client computer, in response to the determination that the client computer includes the data; and

storing the data representative of the personal profile in a database.

10. The method of Claim 9, further comprising:

transmitting data representative of the personal profile of the client computer user to memory resident in the client computer, in response to the determination that the client computer does not include the data; and

storing the data representative of the personal profile in a database.

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11. A method of providing web-based marketing, comprising:

providing an online publisher server computer including at least a content-based website stored in memory, the content-based website including one or more web pages that are formatted to be displayed from the online publisher server computer in a first display region of a client computer browser display screen;

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providing an online advertiser server computer including a marketing-based website stored in memory, the marketing-based website including one or more web pages that are formatted to be displayed from the online advertiser server computer in a second display region of the client computer browser display screen; and

simultaneously and independently transmitting one of the formatted more web pages of the content-based website from the online publisher server computer for display in the first display region of the client computer browser display screen and one of the formatted web pages of the marketing-based website from the online advertiser server computer for simultaneous and independent display in the second display region of the client computer browser display screen, in response to a user navigating to a URL of the content-based website.

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12. The method of Claim 11, wherein the URL of the content-based website is a URL associated with a homepage of the content-based website.

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13. The method of Claim 11, wherein the user navigates to the URL of the content-based website in response to selecting a displayed hyperlink.

14. The method of Claim 13, wherein the displayed hyperlink is displayed on a web page.

15. The method of Claim 13, wherein the displayed hyperlink is displayed in an e-mail message.

16. The method of Claim 11, wherein the simultaneously and independently transmitted and displayed web pages of the content-based and marketing-based websites are each navigable independent of the other.

17. The method of Claim 11, further comprising:  
separating the simultaneously and independently transmitted and displayed web pages of the content-based and marketing-based websites in the client computer browser display screen by a separator.

18. The method of Claim 17, wherein the separator comprises a scroll bar.

19. The method of Claim 17, wherein the separator comprises a divider bar.

20. The method of Claim 11, further comprising:  
including personalized information in the formatted web pages of the marketing-based website, the personalized information being based on stored data that is representative of a personal profile of the client computer user.

21. The method of Claim 11, wherein the first display region includes approximately 60% of the client computer browser display screen, and the second display region includes approximately 40% of the client computer browser display screen.

22. The method of Claim 11, further comprising:  
communicating with the client computer;  
determining whether the client computer includes data representative of a personal profile of the client computer user;

retrieving the data representative of the personal profile from the client computer, in response to the determination that the client computer includes the data; and storing the data representative of the personal profile in a database.

5           23.     The method of Claim 20, further comprising:  
transmitting data representative of the personal profile of the client computer user to memory resident in the client computer, in response to the determination that the client computer does not include the data; and  
storing the data representative of the personal profile in a database.

10           24.     A system for simultaneously and independently displaying a content-based web page and a marketing-based web page in a browser display screen of a client computer in communication with a distribution medium, comprising:

one or more online publisher server computers each including a website having one or more content-based web pages formatted to be displayed in a first display region of the browser display screen;

one or more online advertiser server computers each including a website having one or more marketing-based web pages formatted to be displayed in a second region of the browser display screen; and,

20           one or more redirect server computers in communication with the client computer via the distribution medium,

wherein, in response to a communication from the client computer, said redirect server computer directs the client computer to request one of said online advertiser server computers to simultaneously and independently transmit, via the distribution medium, one of its formatted marketing-based web pages to the client computer for simultaneous and independent display of the transmitted marketing-based web page in the second display region with a formatted content-based web page from one of said online publisher server computers in the first display region.

33. The system of Claim 24, wherein the distribution medium comprises the Internet.

34. A computer implemented system for providing marketing to one or more client computers connected to an interconnected computer network, comprising:

5 first server computing means for (1) storing a website including one or more content-based web pages formatted to be displayed in a first display region of a client computer browser display screen and (2) transmitting the formatted content-based web pages onto the interconnected computer network;

10 second server computing means for (1) storing a website including one or more marketing-based web pages formatted to be displayed in a second display region of a client computer browser display screen and (2) transmitting the formatted marketing-based web pages to the interconnected computer network; and

15 redirection computing means, responsive to communications received from one of the client computers connected to the interconnected computer network, for directing the client computer to request said second server computing means to simultaneously and independently transmit the formatted marketing-based web pages to the client computer for simultaneous and independent display of the transmitted marketing-based web page in the second display region with a formatted content-based web page transmitted from said first server computing means for display in the first display region.

20 35. The system of Claim 34, further comprising first database means, in communication with said redirection computing means, for storing URLs of a plurality of said marketing-based web pages.

25 36. The system of Claim 34, further comprising second database means, in communication with said redirection computing means, for storing data representative of information about client computer users.

37. The system of Claim 34, wherein the communications from one of the client computers with said redirection computing means occurs in response to a client computer user selecting a displayed hyperlink.

5 38. The system of Claim 37, wherein the displayed hyperlink is displayed on a web page.

39. The system of Claim 38, wherein the web page is a homepage of the website of one of said online publisher server computers.

10 40. The system of Claim 37, wherein the displayed hyperlink is displayed in an e-mail message.

41. The system of Claim 37, wherein the formatted and displayed content-based web page from said first server computing means is associated with the selected hyperlink, and the formatted and displayed marketing-based web page from said second server computing means is not associated with the selected hyperlink.

42. The system of Claim 34, wherein the distribution medium comprises the Internet.

43. A method of simultaneously and independently displaying at a client computer browser display screen two web pages from two independent websites coupled to the client computer through a distribution network, comprising:

25 storing one or more web pages of a first of the two websites that are formatted to be displayed from a first server computer in a first display region of the client computer browser display screen;

storing one or more web pages of a second of the two websites that are formatted to be displayed from a second server computer in a second display region of the client computer browser display screen; and

simultaneously and independently transmitting, via the distribution medium, one of the formatted web pages from the first server computer for display in the first display region of the client computer browser display screen and one of the formatted web pages from the second server computer for display in the second display region of the client computer browser display screen, in response to one or more communications between a third server computer and the client computer.

44. The method of Claim 43, wherein the first website is a content-based website and the second website is a marketing-based website.

45. The method of Claim 43, wherein the simultaneously and independently transmitted and displayed web pages of the first and second websites are each navigable independent of the other.

46. The method of Claim 43, further comprising:  
separating the simultaneously and independently transmitted and displayed web pages of the first and second websites in the client computer browser display screen by a separator.

47. The method of Claim 46, wherein the separator comprises a scroll bar.

48. The method of Claim 43, further comprising:  
including personalized information in the formatted web pages of the second website, the personalized information being based on stored data that is representative of a personal profile of the client computer user profile.

49. The method of Claim 43, wherein the first region includes approximately 60% of the client computer browser display screen, and the second region includes approximately 40% of the client computer browser display screen.



50. The method of Claim 43, further comprising:  
communicating with the client computer;  
determining whether the client computer includes data representative of a personal profile  
of the client computer user;

5 retrieving the data representative of the personal profile from the client computer, in  
response to the determination that the client computer includes the data; and  
storing the data representative of the personal profile in a database.

51. The method of Claim 50, further comprising:  
10 transmitting data representative of the personal profile of the client computer user to  
memory resident in the client computer, in response to the determination that the client computer  
does not include the data; and  
storing the data representative of the personal profile in a database.

52. The method of Claim 43, wherein the one or more communications between the  
15 third server computer and the client computer occurs in response to the client computer user  
selecting a displayed hyperlink.

53. The method of Claim 52, wherein the displayed hyperlink is displayed on a web  
20 page.

54. The method of Claim 53, wherein the web page is a homepage of the website of  
one of the first server computers.

55. The method of Claim 52, wherein the displayed hyperlink is displayed in an e-  
25 mail message.

56. The method of Claim 52, wherein the formatted and displayed web page from the first server computer is associated with the selected hyperlink, and the formatted and displayed web page from the second server computer is not associated with the selected hyperlink.

5 57. A computer-readable storage medium containing computer executable code for instructing a plurality of server computers to perform the steps of:

simultaneously and independently transmitting at least one formatted web page from a first server computer for display in a first display region of a client computer browser display screen and at least one formatted web page from a second server computer for display in a  
10 second display region of the client computer browser display screen, in response to one or more communications between a third server computer and the client computer.